



CTA Flash

Your newsletter on agricultural and rural development
in Africa, the Caribbean and the Pacific

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Leveraging CTA's innovation experiences to inform next generation ACP agriculture

Drawn from their extensive experience in implementing innovative agricultural approaches across the African, Caribbean and Pacific countries, CTA and its partners have many stories to share. To identify 'actionable' knowledge on youth, digitalisation, gender and climate, CTA recently hosted four workshops to document insights, experiences and lessons that can be more widely applied. This month we share some of those outputs.

[Read more on the project](#)

[Watch video interviews and reports with participants](#)

[Download technical briefs and media stories from the project](#)



Women-led agribusiness in Samoa reaches global markets

With support from CTA, a small women-led organisation in the Pacific region is supplying products to a major global cosmetics company. Women in Business Development Incorporated (WIBDI) uses digital solutions to secure the livelihoods of farming families by linking them with markets.

[Read the impact story](#)



Gender and digitalisation - Supporting women in agribusiness

Information and communication technologies (ICTs) can be powerful tools to overcome limited access to information, boosting productivity and facilitating outsourcing, resource sharing and networking. But gender disparities in the use of ICTs across agricultural value chains hold many women back. The authors argue that achieving closing gender gaps in agribusiness is critical.

[Read the blog post](#)



ACP agribusiness digitalisation - Big data analytics a pathway towards sustainability

CTA ICT4Ag Team Leader Ben Addom argues that next-generation digital ACP agribusiness requires a shift away from projects to businesses, from applications to services, towards self-sustaining business models. He stresses that hard evidence and business intelligence provided by big data analytics will be the basis for sustainable agribusinesses in the future.

[Read the blog post](#)



Six business model recommendations for ACP digital agribusiness entrepreneurs

More and more entrepreneurs in African, Caribbean and Pacific countries seek to exploit digital technologies to offer ICT-based solutions to agribusiness challenges. Here are six recommendations from CTA's AgriHack Talent initiative that young agri-entrepreneurs and start-ups can employ to grow and sustain their digital businesses

[Read the full blog](#)



Adopting climate-smart agricultural innovations in Southern Africa: Knowledge alone is not enough

The authors emphasise that a fundamental challenge in climate-smart agriculture is to convert awareness of technical possibilities into widespread adoption. Drawing from weather-based insurance projects supported by CTA, they argue that awareness creation must be accompanied by efforts to make climate-smart products widely accessible across many channels and outlets, leveraging joint action by public, private and farmer-representing organisations.

[Read the blog post](#)



The workshops were organised around four strategic intervention areas critical for ACP agriculture and rural development:

- Catalysing actionable knowledge to enhance next-generation ACP agribusiness through digitalisation
- Catalysing actionable knowledge to facilitate next-generation ACP agriculture through youth entrepreneurship, job creation and digitalisation
- Catalysing actionable knowledge to make next-generation ACP agriculture work for women
- Catalysing actionable knowledge to implement climate-smart solutions for next-generation ACP agriculture



